

**MINUTES OF THE MEETING OF THE BOARD OF DIRECTORS
OF GATEWAY TO L.A. PBID INC.
CALIFORNIA NONPROFIT MUTUAL BENEFIT CORPORATION
May 9, 2013**

The board of directors meeting of Gateway to L.A. PBID, Inc. a California nonprofit mutual benefit corporation was held on May 9, 2013 at 8:00 a.m. at the LAX Marriott Hotel located at 6225 W. Century Blvd., Los Angeles.

30 individuals attended the meeting as follows:

- Grant Coonley, Hilton Los Angeles Airport
- Steven Hall, Marriott LAX
- Charles Bassett, L&R Group
- Paul Gibbs, Crowne Plaza
- David Merritt, JM Eagle
- Phil Baxter, FourPoints by Sheraton
- Scott McCoy, Renaissance LAX
- Michael D'Amodio, Embassy Suites
- Kent Galante, Renaissance LAX
- Michael D'Amodio, Embassy Suites
- John Love, Decron Properties
- Rick Ross, Holiday Inn LAX
- Ryan Thayer, La Quinta
- Alan Liker, Budget Rent a Car
- Karen Mayer, Black Equities
- Bruce Nahid, LAT Investments
- Silvano Merlo, Embassy Suites
- Israel Mora, Courtyard LAX
- Philip Forentinos, StarLine Tours
- Barbara Yamamoto, LAWA
- Ed Pomponio, DSS
- John David Webster, NCWP
- Larry Kosmont, Kosmont Companies
- Lenor Garcia, LADWP
- Susan Perry, Kosmont Companies
- Constance Bass, Encounter
- Jeri Barron, Encounter Restaurant
- Christina Davis, LAX Coastal Chamber
- Jim Sakalis, Gateway to L.A.
- Laurie Hughes, Gateway to L.A.

1. **WELCOME / INTRODUCTIONS**

Grant Coonley welcomed the attendees and introduced the special guests.

2. **PUBLIC COMMENTS**

No comments from the public.

3. **APPROVAL OF MEETING MINUTES – March 28, 2013**

The minutes of the March 28th board of directors meeting were approved as presented.

4. **ECONOMIC INCENTIVE DISCUSSION WITH LAWA & VISIONING WORKSHOP RECAP**

Larry Kosmont presented the Gateway Ad Hoc group's recommendations, and asked the Board for their consensus and direction in terms of economic development priorities.

As a result, after a fair amount of deliberation by the Board, the consensus reached by the Gateway Board this morning related to economic development priorities is:

PRIMARY FOCUS:

- **Working with LAWA, explore feasibility of Entertainment & Retail Outlet Center as a regional and tourism draw, and identify opportunity sites for same, which sites are likely to be on land owned or controlled by LAWA off-airport that are near or adjacent to Gateway's borders**

The Board felt that such a project would "lift all boats" in the Gateway area in terms of being an economic catalyst to revitalize the area and spur reinvestment.

Fundamentally, should the demand/market viability evaluation support such a project, the Board finds that a soundly implemented Entertainment & Outlet "Fashion" Center would drive patronage from the region, neighborhood and LAWA's passenger base, adding a "visitor" destination that could extend hotel stays which could beneficially impact occupancy, perhaps room rates and certainly generate new jobs and increased taxes.

Ref: Fashion Outlets of Chicago

<http://www.fashionoutletsofchicago.com/gfx/FashionOutletsofChicago.pdf>

ADDITIONAL FOCUS AREAS:

- Additional APM stops or portals in support of an Entertainment & Retail Outlet Center, and to increase connectivity to key LAX and commercial destination points
- Ensure ongoing maintenance of Century Corridor center median landscaping
- Pedestrian enhancements within Gateway
- Century Corridor facade improvements based on an economic incentives program

5. FINANCIAL REPORT

Laurie Hughes presented the Budget vs. Actual report for January through April 2013 reflecting total income of \$707,633.12 and total expenses of \$448,307.18 for the period. The financial report was unanimously approved by the Board of Directors.

6. EXECUTIVE DIRECTOR'S REPORT

Security Director's Meeting

Security Director's Meeting – June 5

LAPD & Airport Police working together to address overnight RV parking at Manchester Sq.

Ambassador Contacts

	Mar-12	Mar-13	Apr-12	Apr-13
Citizen Contacts	772	707	809	763
Panhandler Contacts	128	101	115	139

Trolley Passengers

	Mar-12	Mar-13	Apr-12	Apr-13
Passengers	4566	3930	4228	4390

Passenger Totals by Year

2007	2008	2009	2010	2011	2012	2013
64,690	79,501	74,639	70,837	63,376	64,687	15,157
13%	+23%	-6%	-5%	-10 %	+2%	-11% first 4 mos. compared 2012

Keep It Clean

The maintenance crew removed numerous posters from around the PBID protesting the Holiday Inn operations

Keep it Green

Shredding Events: May 8 – 9841 Airport Blvd.
6151 W. Century Blvd.

May 15 - 6053 W. Century Blvd.
5777 / 5757 W. Century Blvd.

May 22 - 5200 W. Century Blvd.

Ocean Express – New Shuttle integration

- Income \$85,000 vs. Expense \$72,000
- Working with DSS on reports / surveys
- Summer Hours to start June 1 – October 31
- Accident on April 16
- Digital Advertising opportunities on flat-screen
- On-board Advertising will be offered by ATMedia
- Expedia Advertising

CoStar Advertising – Commercial Real Estate site

- Banner Advertising promoting Gateway to L.A. area
- CoStar's Home Page ad will highlight the districts amenities and options, increasing awareness and generating interest in the area. Submarket banner ads allow you to reach into targeted competitive tenant bases, deliver your message and intercept potential lease deals.

Landscaping at Concourse & Century Blvd.

Working with landscape architect to design landscaping plan for submittal to City.

July 11 Board Meeting - Councilman-Elect Mike Bonin to be guest speaker

6. **NEW BUSINESS**

Philip Ferentinos announced the launch of StarLine Tours Hop-On / Hop-Off service connecting Century Blvd. to Marina del Rey / Venice / Santa Monica / Hollywood and beyond. Service starts on Tuesday, May 21st.